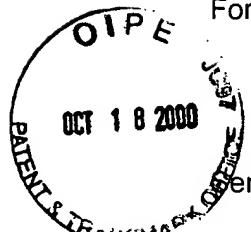


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: 00-006

In re Application Jay S. WALKER et al. ) Customer No.: 22927  
of: )  
For: METHOD AND APPARATUS FOR ) Examiner Not Yet Assigned  
CONDUCTING A TRANSACTION )  
BASED ON BRAND )  
INDIFFERENCE )  
Serial No.: 09/540,214 ) Group Art Unit: 2768  
Filing Date: March 31, 2000 ) Docket No.: 00-006



Assistant Commissioner for Patents  
Washington, D.C. 20231

**TRANSMITTAL LETTER**

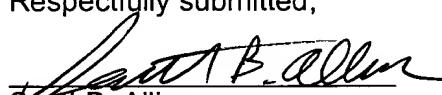
Sir:

Applicants hereby submit the following documents for the above-identified patent application:

1. Preliminary Amendment; and
2. Acknowledgment Postcard.

The Commissioner is hereby authorized to charge \$0.00 to Deposit Account No. 50-0271 Order No. 00-006 for the fees required. The Commissioner is further authorized to charge any further required fees, or to credit any overpayment, to Deposit Account No. 50-0271 Order No. 00-006. A duplicate copy of this authorization is attached for such purpose.

Respectfully submitted,

  
Scott B. Allison  
Attorney for Applicants  
PTO Reg. No. 38,370  
Walker Digital Corporation  
Five High Ridge Park  
Stamford, CT 06905

**Certificate of Mailing**

I hereby certify that this correspondence is being deposited with the United States Postal Service via Priority Mail in an envelope with sufficient postage addressed to Assistant Commissioner for Patents, Washington, D.C. 20231 on October 11, 2000.

Nalini P. Sahadeo  
Typed Name of Person Making Deposit

  
Signature

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Date



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Walker et al.

Application No.: 09/540,214

Filed: March 31, 2000

For: METHOD AND APPARATUS FOR  
CONDUCTING BASED ON BRAND  
INDIFFERENCE

) Group Art Unit: 2768  
 )  
 ) Examiner: Not Yet Assigned  
 )  
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 )  
 ) PRELIMINARY AMENDMENT  
 )  
 ) Attorney Docket No. 00-006  
 )  
 ) Walker Digital Corporation  
 ) Five High Ridge Park  
 ) Stamford, CT 06905-1325  
 ) (203) 461-7050 /voice  
 ) Scott B. Allison (203) 595-8266 /fax

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

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## P R E L I M I N A R Y A M E N D M E N T

Prior to examination, please amend the subject application as follows:

## IN THE SPECIFICATION:

*A1*

At page 1, line 11, before “.” kindly insert f, which is a continuation-in-part of Patent Application Serial No. 08/889,503 entitled SYSTEMS AND METHODS WHEREIN A BUYER PURCHASES A PRODUCT AT A FIRST PRICE AND ACQUIRES THE PRODUCT FROM A MERCHANT THAT OFFERS THE PRODUCT FOR SALE AT A SECOND PRICE, filed July 8, 1997. F.

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